

WHAT IS CLAIMED IS:

1. A networked interactive system for display of product information to a plurality of consumers, comprising:
 - 5 a. a multimedia forum for enabling the consumers to communicate with each other and at least one sponsor; and
 - b. a multimedia interface for enabling the consumers to modify and view the product information;wherein the product information and the multimedia interface are updated based
10 upon the consumers' actions and communicated to the sponsor.
2. A system as recited by claim 1, wherein the consumers communicate via a focus group.
3. A system as recited by claim 2, wherein the focus group interaction is real time and led by
15 a moderator.
4. A system as recited by claim 2, wherein the focus group interaction comprises question and answer sessions.
- 20 5. A system as recited by claim 1, wherein the product information comprises images stored as vector graphics.
6. A system as recited by claim 1, wherein the consumer interacts with the system via a Web browser.

7. A system as recited by claim 1, wherein the product information is encoded in an active server page (ASP).

5 8. A system as recited by claim 1, wherein the multimedia interface is customized by a system administrator to reflect each consumer's interests.

9. A system as recited by claim 1, wherein the system comprises at least one database server connected to at least one product information server, and at least one product information
10 server being connected to at least one client workstation.

10. A system as recited by claim 9, wherein said client workstation software comprises at least one of the following: an Active X control, a Java Applet or a Shockwave Movie.

15 11. A system as recited by Claim 1, wherein the consumer can edit the product information using graphics tools.

12. A system as recited by claim 1, wherein the consumer can add multimedia product information to the system.

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13. A system as recited by claim 1, further comprising a chat feature.

14. A system as recited by claim 11 or 12, wherein the consumer's modification to the product information is stored as a series of instructions.

15. A system as recited by claim 1, wherein the system is customized to reflect the interests of a group of consumers.

5 16. A system as recited by claim 14, wherein a history of the modifications to the multimedia interface by the consumer is stored, enabling the system to recreate the multimedia interface in its previous formats.

17. A system as recited by claim 1 or 12, wherein the product information is
10 interchangeable, enabling the system to be utilized with a plurality of brands.

18. A system as recited by claim 11 or 12, wherein the system administrator can control:

- a. a length and width of the multimedia interface presented to the consumer;
- b. a length of time the consumer modifications persist;
- 15 c. consumer access to the system;
- d. promotions and prizes distributed through the multimedia forum;
- e. a schedule of focus groups, interviews, and chats enabled through the multimedia interface;
- f. a mailing list of consumers accessing the system; and
- 20 g. consumer assistance.

19. A system as recited by claim 9, wherein consumer interaction with the multimedia forum is distributed among a plurality of product information servers.

20. A system as recited by claim 1, wherein system information comprising consumer profile data, multimedia product information, and consumer responses is stored in a relational database.

5 21. A system as recited by claim 9, wherein the consumers can rate the multimedia interface and portions thereof, their ratings being stored in the database server.

22. A system as recited by claim 11 or 12, wherein the sponsor can configure the multimedia interface and generate reports based on information stored in the database server.

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23. A system as recited by claim 9, wherein the client workstation is a personalized digital assistant (PDA).

24. The system as claimed in Claim 9, wherein the client workstation is a kiosk.

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25. A method for displaying product information to a plurality of consumers in a networked interactive system, comprising the steps of:

- a. connecting the consumers and at least one sponsor so that they can communicate with each other in a multimedia forum;
- 20 b. providing a multimedia interface to the consumers with which the consumers can modify and view the product information;
- c. updating the product information and the multimedia interface based upon the consumers' actions; and
- d. communicating the updating to the sponsor.

26. A method as recited by claim 27, wherein the consumers communicate via a focus group.

27. A method as recited by claim 26, wherein the focus group interaction is real time and led
5 by a moderator.

28. A method as recited by claim 26, wherein the focus group interaction comprises question
and answer sessions.

10 29. A method as recited by claim 25, wherein the product information comprises images
stored as vector graphics.

30. A method as recited by claim 25, wherein the consumer interacts with the system via a
Web browser.

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31. A method as recited by claim 25, wherein the product information is encoded in an
active server page (ASP).

32. A method as recited by claim 25, wherein the multimedia interface is customized by a
20 system administrator to reflect each consumer's interests.

33. A method as recited by claim 25, wherein the system comprises at least one database
server connected to at least one product information server, the product information server
being connected to at least one client workstation.

34. A method as recited by claim 33, wherein the client workstation software comprises at least one of the following: an Active X control, a Java Applet or a Shockwave Movie.

5 35. A method as recited by claim 25, wherein the consumer can edit the product information using graphics tools.

36. A method as recited by claim 25, wherein the consumer can add multimedia product information to the system.

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37. A method as recited by claim 25, further comprising providing a chat feature wherein the consumers and the sponsor's representative can communicate real time.

15 38. A method as recited by claim 35 or 36, wherein the consumer's modification to the product information is stored as a series of instructions.

39. A method as recited by claim 25, wherein the system is customized to reflect the interests of a group of consumers.

20 40. A method as recited by claim 38, wherein a history of the modifications to the multimedia interface by the consumer is stored, enabling the system to recreate the multimedia interface in its previous formats.

41. A method as recited by claim 25, wherein the system can generate a snapshot of the multimedia user interface in a format, which can be emailed.

42. A method as recited by claim 25, wherein the product information is interchangeable
5 enabling the system to be utilized with a plurality of brands.

43. A method as recited by claim 35 or 36, wherein the system administrator can control:

- a. a length and width of the multimedia user interface presented to the consumer;
- b. a length of time the consumer modifications persist;
- 10 c. user access to the system;
- d. promotions and prizes distributed through the multimedia forum;
- e. a schedule of focus groups enabled through the multimedia interface;
- f. a mailing list of consumers accessing the system; and
- g. consumer assistance.

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44. A method as recited by claim 33, wherein consumer interaction with the multimedia forum is distributed among a plurality of product information servers.

45. A method as recited by claim 25, wherein system information comprising consumer
20 profile data, multimedia product information, and consumer responses is stored in a relational database.

46. A method as recited by claim 33, wherein the consumers can rate the multimedia interface and portions thereof, their ratings being stored in the database server.

47. A system as recited by claim 35 or 36, wherein the sponsor can configure the multimedia interface and generate reports based on information stored in the database server.
- 5 48. A method as recited by claim 33, wherein the client workstation is a personal digital assistant (PDA).
49. A method as recited by claim 33, wherein the client workstation is a kiosk.
- 10 50. A method for displaying product information to a plurality of consumers in a networked interactive system, comprising:
- a. means for connecting the consumers and at least one sponsor so that they can communicate with each other in a multimedia forum;
 - b. means for providing a multimedia interface to the consumers with which the
 - 15 consumers can modify and view the product information;
 - c. means for updating the product information and the multimedia interface based upon the consumers' actions; and
 - d. means for communicating the updating to the sponsor.
- 20 51. Computer-executable process steps for displaying product information to a plurality of consumers in a networked interactive system, the computer-executable process steps being stored on a computer-readable medium comprising:
- a. a connecting step for connecting the consumers and at least one sponsor so that they can communicate with each other in a multimedia forum;

- b. a presentation step for providing a multimedia interface to the consumers with which the consumers can modify and view the product information;
- c. an updating step for updating the product information and the multimedia interface based upon the consumers' actions; and
- 5 d. a communicating step for communicating the updating to the sponsor.

52. A system as recited by claim 1, with which the consumers can interact, every day of the week and every hour of the day.

- 10 53. A system as recited by claim 1, wherein a licensing fee charged the sponsor varies directly with the number of features of the multimedia interface, which the sponsor licenses.

54. A system as recited by claim 8, wherein the multimedia interface includes the following elements:

- 15 a. at least one graffiti frame window for displaying the product information and personal information; and
- b. a scrollable wall window, of a greater width and height than the graffiti frame window, for containing the graffiti frame window.

- 20 55. A system as recited by claim 54, wherein the system administrator places predefined graphics on the graffiti frame window and associates each predefined graphic with a predetermined functionality.

56. An unmoderated, networked interactive system for display of product information to a
- 25 plurality of consumers, comprising:

- a. a multimedia forum for enabling the consumers to communicate with each other and
- b. a multimedia interface for enabling the consumers to modify and view the product information;

5 wherein the product information and the multimedia interface are updated based upon the consumers' actions.

57. A system as recited by claim 1, wherein a discount coupon for at least one product displayed can be printed by the consumer.

10 58. A system as recited by claim 57, wherein the discount coupon can be redeemed on a website.

59. A system as recited by claim 57 where the discount coupon can be redeemed at a store.

15 60. A system as recited by claim 1, wherein the system enables the consumer to indicate the product the consumer wishes to purchase and to initiate its purchase.

61. A system as recited by claim 1, wherein the multimedia interface enables the consumer to
20 establish a virtual three-dimensional room for display of the product information.

62. A system as recited by claim 1, wherein the product information and the multimedia interface form a projected image for viewing on a designated viewing area.

25 63. A system as recited by claim 62, wherein the projected image is a GUI, the consumer being able to select objects and commands on the GUI and manipulate them by gesturing.

64. A system as recited by claim 63 wherein the projected image is an image of a room containing objects and the consumer can rearrange the objects.

65. A system as recited by claim 1, wherein the product information is incorporated into a story.

66. A system as recited by claim 1, wherein the consumers communicate using at least one of the following types of devices: a laptop, a PDA, a cell phone, a computer, a kiosk.

67. A system as recited by claim 1, wherein the consumer can print a predefined portion of the displayed product information.

68. A system as recited by claim 11 or 12, wherein the consumer can control:

- a. a length and width of the multimedia interface presented to the consumer;
- b. a length of time the consumer modifications persist; and
- c. consumer access to the system.

69. A system as recited by claim 1, wherein the consumer can upload multimedia personal information and product information to the system.

70. A system as recited by claim 69, wherein the consumer can edit the uploaded multimedia personal information.

71. A system as recited by claim 1, wherein the sponsor and the consumers can segment the multimedia interface into more than one segment and restrict access to each segment.

72. A system as recited by claim 1, wherein the modified product information and the multimedia interface form an entry in a searchable directory of systems.

73. A system as recited by claim 72, wherein the searchable directory of systems includes
5 advertising.

74. A system as recited by claim 72, wherein the searchable directory is searchable by category.

10 75. A system as recited by claim 72, wherein the searchable directory is searchable by a number of times the modified product information and multimedia interface have been viewed by the consumers.

76. A system as recited by claim 72, wherein the searchable directory is searchable by
15 keyword.

77. A system as recited by claim 16, wherein a selection of the previous formats is made available for viewing by the consumers and the sponsor.

20 78. A system as recited by claim 1, wherein the consumer initiates a communication with the sponsor and a record of the communication is stored .

79. A system as recited by claim 70, wherein the multimedia interface includes the following elements:

a. at least one graffiti frame window for displaying the product information and the personal information;

b. a scrollable wall window, of a greater width and height than the frame window, for containing the graffiti frame window;

5 c. at least one icon with which the consumers can create and edit the product information;

d. at least one icon with which the consumers can create and edit the personal information;

e. at least one icon with which the consumers can email the personal and product
10 information; and

f. at least one icon with which the consumers can rate the personal and product information.

80. A system as recited by claim 79, wherein the consumer can create multimedia personal
15 and product information using at least one of the following tools:

a. a picts tool for creating still and animated image information;

b. an audio tool for creating sound sequence information;

c. a text tool for creating text information;

d. a video tool for creating video information; and

20 e. an editing tool for modifying and manipulating the multimedia personal and product information the consumer creates using tools a-d.

81. A system as recited by claim 79, wherein the consumer can upload multimedia personal and product information for placement in the graffiti frame window.

82. A system as recited by claim 81, wherein the uploaded multimedia personal information comprises an image of a room in the consumer's home and the product information comprises images of furniture offered by the sponsor and the consumer creates a virtual
5 room, in the graffiti frame window, by incorporating the images of the sponsor's furniture within the image of the consumer's room.

83. A system as recited by claim 81, wherein the uploaded multimedia personal information comprises an image of the consumer's body and the product information comprises clothing
10 offered by the sponsor and the consumer virtually models the clothing by arranging the clothing on the image of the consumer's body, in the graffiti frame window.

84. A system as recited by claim 81, wherein the uploaded multimedia personal information comprises a video clip.

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85. A system as recited by claim 81, wherein the uploaded multimedia personal information comprises an audio sequence.

86. A system as recited by claim 79, wherein the information to be displayed in the graffiti
20 frame window is initially invisible, becoming visible only when the consumer's cursor is positioned at a predetermined coordinate of the graffiti frame window.

87. A system as recited by claim 86, wherein the multimedia personal and product information displayed in the graffiti frame window becomes visible in a predetermined sequence.

5 88. A system as recited by claim 13, wherein the chat feature enables the consumer to initiate a private chat.

89. A system as recited by claim 13, wherein the chat feature enables the sponsor to initiate a private chat.

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90. A system as recited by claim 89, wherein the consumer can observe the private chat and participate by submitting questions through a moderator.

15 91. A system as recited by claim 90 wherein the chat questions submitted by the moderator are stored.

92. A method as recited by claim 25, wherein the consumers can interact with the system every day of the week and every hour of the day.

20 93. A method as recited by claim 25, wherein a licensing fee charged the sponsor varies directly with the number of features of the multimedia interface, which the sponsor licenses.

94. A method as recited by claim 32, wherein the multimedia interface includes the following elements:

a. at least one graffiti frame window for displaying the product information and personal information; and

b. a scrollable wall window, of a greater width and height than the graffiti frame window, for containing the graffiti frame window.

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95. A method as recited by claim 94, wherein the system administrator places predefined graphics on the graffiti frame window and associates each predefined graphic with a predetermined functionality.

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96. A method for displaying product information to a plurality of consumers, in an unmoderated, networked interactive system comprising the steps of:

c. a multimedia forum for enabling the consumers to communicate with each other and

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d. a multimedia interface for enabling the consumers to modify and view the product information;

wherein the product information and the multimedia interface are updated based upon the consumers' actions.

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97. A method as recited by claim 25, wherein the multimedia interface enables the consumer to print a discount coupon for at least one product.

98. A method as recited by claim 97, wherein the discount coupon can be redeemed on a website.

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99. As method as recited by claim 97 where the discount coupon can be redeemed at a store.

100. A method as recited by claim 25, wherein the system enables the consumer to indicate the product the consumer wishes to purchase and to initiate its purchase.

101. A method as recited by claim 25, wherein the multimedia interface enables the consumer to establish a virtual three-dimensional room for display of the product information.

102. A method as recited by claim 25, wherein the product information and the multimedia interface form a projected image for viewing on a designated viewing area.

103. A method as recited by claim 102, wherein the projected image is a GUI, the consumer being able to select objects and commands on the GUI and manipulate them by gesturing.

104. A method as recited by claim 103 wherein the projected image is an image of a room containing objects and the consumer can rearrange the objects.

105. A method as recited by claim 25, wherein the product information is incorporated into a story.

106. A method as recited by claim 25, wherein the consumers communicate using at least one of the following types of devices: a laptop, a PDA, a cell phone, a computer, a kiosk.

107. A method as recited by claim 25, wherein the multimedia interface enables the consumer to print a predefined portion of the displayed product information.

108. A method as recited by claim 35 or 36, wherein the consumer can control:

- a. a length and width of the multimedia interface presented to the consumer;
- b. a length of time the consumer modifications persist; and

c. consumer access to the system.

109. A method as recited by claim 25, wherein the consumer can upload multimedia personal information and product information to the system.

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110. A method as recited by claim 109, wherein the consumer can edit the uploaded multimedia personal information.

111. A method as recited by claim 110, wherein the sponsor and the consumers can segment
10 the multimedia interface into more than one segment and restrict access to each segment.

112. A method as recited by claim 25, wherein the modified product information and the multimedia interface form an entry in a searchable directory of systems.

15 113. A method as recited by claim 112, wherein the searchable directory of systems includes advertising.

114. A method as recited by claim 112, wherein the searchable directory is searchable by category.

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115. A method as recited by claim 112, wherein the searchable directory is searchable by a number of times the modified product information and multimedia interface have been viewed by the consumers.

116. A method as recited by claim 112, wherein the searchable directory is searchable by keyword.

117. A method as recited by claim 41, wherein a selection of the previous formats is made
5 available for viewing by the consumers and the sponsor.

118. A method as recited by claim 25, wherein the consumer initiates a communication with the sponsor and a record of the communication is stored .

10 119. A method as recited in claim 110, wherein the multimedia interface includes the following elements:

a. at least one graffiti frame window for displaying the product information and the personal information;

b. a scrollable wall window, of a greater width and height than the frame window, for
15 containing the graffiti frame window;

c. at least one icon with which the consumers can create and edit the product information;

d. at least one icon with which the consumers can create and edit the personal information;

20 e. at least one icon with which the consumers can email the personal and product information; and

f. at least one icon with which the consumers can rate the personal and product information.

120. A method as recited in claim 119, wherein the consumer can create multimedia personal and product information using at least one of the following tools:

- a. a picts tool for creating still and animated image information;
- b. an audio tool for creating sound sequence information;
- 5 c. a text tool for creating text information;
- d. a video tool for creating video information; and
- e. an editing tool for modifying and manipulating the multimedia personal and product information the consumer creates using tools a-d.

10 121. A method as recited in claim 119, wherein the consumer can upload multimedia personal and product information for placement in the graffiti frame window.

122. A method as recited by claim 121, wherein the uploaded multimedia personal information comprises an image of a room in the consumer's home and the product
15 information comprises images of furniture offered by the sponsor and the consumer creates a virtual room, in the graffiti frame window, by incorporating the images of the sponsor's furniture within the image of the consumer's room.

123. A method as recited by claim 121, wherein the uploaded multimedia personal
20 information comprises an image of the consumer's body and the product information comprises clothing offered by the sponsor and the consumer virtually models the clothing by arranging the clothing on the image of the consumer's body, in the graffiti frame window.

124. A method as recited by claim 121, wherein the uploaded multimedia personal information comprises a video clip.

125. A method as recited by claim 121, wherein the uploaded multimedia personal
5 information comprises an audio sequence.

126. A method as recited in claim 119, wherein the information to be displayed in the graffiti frame window is initially invisible, becoming visible only when the consumer's cursor is positioned at a predetermined coordinate of the graffiti frame window.

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127. A method as recited in claim 126, wherein the multimedia personal and product information displayed in the graffiti frame window becomes visible in a predetermined sequence.

15 128. A method as recited by claim 13, wherein the chat feature enables the consumer to initiate a private chat.

129. A method as recited by claim 37, wherein the chat feature enables the sponsor to initiate a private chat.

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130. A method as recited by claim 129, wherein the consumer can observe the private chat and participate by submitting questions through a moderator.

131. A system as recited by claim 130 wherein the chat questions submitted by the moderator are stored.

132. A system as recited by claim 81, wherein the uploaded multimedia personal information
5 comprises an image of a room or other physical environment associated with the consumer
and the product information comprises images from the sponsor such as staff members,
automobiles or furniture and the consumer creates a virtual place, in the graffiti frame
window, by incorporating the sponsor's images within the image of the consumer's
uploaded environment.

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133. A system as recited by claim 1, wherein the system can generate a snapshot of the
multimedia interface in a format which can be emailed.

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